

ORDER



Orders
Order / Rev: 46968
Alt Order #: 9781974 /Brad
Product Desc: AMER FOR PROSPERITY
Estimate: 476
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/02/12 / 08/03/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans for Prosperity
Demographic: A50+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	59	\$39,075.00	\$33,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	59	\$39,075.00	\$33,213.75	0.00
Totals	59	\$39,075.00	\$33,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	27%	\$39,075.00
Market	100%	\$144,722.22

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$75,255.56
WHTM	10%	\$14,472.22
WLYH	0%	\$0.00
WPMT	11%	\$15,919.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	08/15/12	08/17/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	--WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--WTF--			3		\$200.00		0.00				
E 2	WHP	08/15/12	08/17/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	--WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--WTF--			3		\$200.00		0.00				
E 3	WHP	08/15/12	08/17/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	--WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--WTF--			3		\$250.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WHP	08/15/12	08/17/12	CBS Evening News CBS Evening News	CM	630p-7p	--W-F--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W-F--					2	\$650.00		0.00			
E 5	WHP	08/15/12	08/17/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	--WTF--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$950.00		0.00			
E 6	WHP	08/15/12	08/17/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$1,000.00		0.00			
E 7	WHP	08/15/12	08/17/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	--WTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$300.00		0.00			
E 8	WHP	08/15/12	08/17/12	Letterman Letterman	CM	1135p-1235a	--WTF--	:30	3	\$125.00	P-1	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$125.00		0.00			
E 9	WHP	08/15/12	08/15/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$1,850.00		0.00			
E 10	WHP	08/16/12	08/16/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---					1	\$2,200.00		0.00			
E 11	WHP	08/17/12	08/17/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					2	\$1,250.00		0.00			
E 12	WHP	08/17/12	08/17/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,675.00	P-1	0.00	NM	1	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$1,675.00		0.00			
E 13	WHP	08/18/12	08/18/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$250.00		0.00			
E 14	WHP	08/18/12	08/18/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$250.00		0.00			
E 15	WHP	08/18/12	08/18/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					2	\$500.00		0.00			
E 16	WHP	08/18/12	08/18/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$175.00		0.00			
E 17	WHP	08/18/12	08/19/12	Sa-Su Eve News CBS 21 News Weekend	CM	6p-630p	-----SS	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----SS					2	\$150.00		0.00			
E 18	WHP	08/19/12	08/19/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 18	WHP	08/19/12	08/19/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a -----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$300.00		0.00			
E 19	WHP	08/19/12	08/19/12	Face the Nation Face the Nation	CM	1030a-1130a -----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$225.00		0.00			
E 20	WHP	08/19/12	08/19/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p -----S	:30	2	\$1,650.00	P-1	0.00	NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				2	\$1,650.00		0.00			
E 21	WHP	08/19/12	08/19/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p -----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$175.00		0.00			
E 22	WHP	08/20/12	08/21/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$200.00		0.00			
E 23	WHP	08/20/12	08/21/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$200.00		0.00			
E 24	WHP	08/20/12	08/21/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p MT-----	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$250.00		0.00			
E 25	WHP	08/20/12	08/20/12	CBS Evening News CBS Evening News	CM	630p-7p M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----				1	\$650.00		0.00			
E 26	WHP	08/20/12	08/21/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p MT-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$950.00		0.00			
E 27	WHP	08/20/12	08/21/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$1,000.00		0.00			
E 28	WHP	08/20/12	08/21/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p MT-----	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$300.00		0.00			
E 29	WHP	08/20/12	08/21/12	Letterman Letterman	CM	1135p-1235a MT-----	:30	2	\$125.00	P-1	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$125.00		0.00			
E 30	WHP	08/21/12	08/21/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p -T-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$2,400.00		0.00			
E 31	WHP	08/21/12	08/21/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p -T-----	:30	1	\$2,100.00	P-1	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$2,100.00		0.00			
E 32	WHP	08/21/12	08/21/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p -T-----	:30	2	\$1,650.00	P-1	0.00	NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 32	WHP	08/21/12	08/21/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	2	\$1,650.00	P-1	0.00	NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-T-----			2			\$1,650.00		0.00			
													Totals	59	\$39,075.00